



USB
Executive Development Ltd
University of Stellenbosch Business School

From school desk
to real business life



| Gap-year Certificate in Entrepreneurship

OVERVIEW

INTRODUCTION

Swapping the school desk for the “desk of life” is not always as freeing as you may have thought. Many new challenges confront you, and it is difficult to find the right job that suits your needs and ambitions. As a result, the ability to create your own career and job opportunities has become a key to thriving in the modern environment. If you are unsure of which direction to take, this is the opportunity to find your feet.

WHAT SETS THIS INTERVENTION APART?

This development programme will equip you to create your own career opportunities in life. It will provide you with prospects for discovering your unique qualities and talents, as well as the appropriate skills to match them with market needs. Furthermore, the programme will provide you with ample opportunities to apply what you learn in real life, in order to earn an income. It therefore offers a structured way to discover and define your purpose and direction in business life.

WHO

WHO SHOULD ATTEND?

- School-leavers who need time and support to orient themselves with regard to their career choices.
- Students who terminated their studies before completing a qualification and are unsure about their future.
- Young graduates who want to create their own opportunities or move into corporate business.

DURATION

This is a 10-month programme.

During phase 1 (first five months) you will learn to discover exactly who you are and what you want to be. You will be introduced to the essence of entrepreneurial behaviour (how to identify and capitalise on opportunities to create wealth for yourself and others). Finally you will learn the basic principles of designing and managing a small/medium business. This phase entails classroom activities for 3 days per week, with assignments and practical applications between classes. Some of the practical applications (business activities) may also take place after hours and/or on Saturdays.

During this phase you will be supported by a coach who will support you with your learning and development experience.

During phase 2 (second five months) you will get the opportunity to explore in real life what you discovered and defined for yourself during the first phase. During this phase you will mostly be on your own, but with the ongoing support of a coach. You will also get the opportunity to report back regularly on your experiences and at the end of this phase it will be expected of you to present your career/life plan. Although this plan will continuously change as you move on, it has been proved that people with a clear vision tend to be more successful and fulfilled.

WHEN & WHERE

Courses will commence in the last week of January or the first week of July each year, and will be presented at the USB campus, Carl Cronjé Drive, Bellville, Cape Town, South Africa.

ADMISSION REQUIREMENTS

Successful completion of matric (certificate).

BENEFITS

HOW WOULD YOU BENEFIT?

After successful completion of the Gap-year Certificate in Entrepreneurship, you will be able to:

- analyse and understand your talents and dreams and how to match them with opportunities in life
- apply entrepreneurial thinking to create opportunities and wealth for yourself (and others)
- identify potential business opportunities and design business concepts to capitalise on them
- start and/or manage a small/medium business venture.

WHAT OPPORTUNITIES WILL THIS PROGRAMME OPEN UP FOR YOU?

Mastering these competencies will empower you for the following opportunities:

- Increase your employability as result of your new management and business skills.
- Enable you to start and manage your own business venture.
- Prepare you to embark on a career path in business by either starting your own business or moving into business management. After completing this certificate programme and gaining some practical experience (3 – 5 years) in either a fulltime management position or in running a small- to medium-sized business venture, you can apply for enrolment on the USB-ED Senior Management Development Programme (SMDP).



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On successful completion of the SMDP you can enrol for an online BA (Honours) in Business Management at the Lincoln University in the UK (2 years). Please contact USB-ED for more information.

WHAT

COURSE CONTENT

The programme covers the following study areas:

- **Personal Mastery:** Discover yourself, who you are, what you want to be and how to manage yourself to achieve success and fulfilment. This process will be enhanced through a life-coaching process.
- **Entrepreneurial thinking and behaviour:** Develop and apply creativity and innovation to spot opportunities and design business concepts to capitalise on them.
- **Economics:** Dynamics of the modern business environment and implications for doing business.
- **Marketing:** The marketing mix; market research; marketing plan; internet and social media marketing.
- **Operations planning and management:** Productivity and competitiveness; design and manage a cost-effective business operation to capitalise on a viable business opportunity.
- **Human resources:** Plan, develop and manage a productive HR (staff) component for a business.
- **Financial management:** Principles and techniques of budgeting, accounting and financial management.
- **Strategic thinking and management:** Create a competitive advantage through a winning strategy.
- **Leadership and teamwork:** Learn to inspire people and achieve synergistic results through other people.
- **Practical application (group and individual assignments):** Find potential business ideas; research the viability/feasibility of potential business ideas; business design and the business plan; business start-up and management.

CERTIFICATION

On successful completion of the programme, participants will receive a Certificate in Entrepreneurship from the University of Stellenbosch.

LEVEL OF STANDARD

This programme is presented on the complexity level of NQF 5.

FEES

FEES
R19 800.

Fees include programme fees and programme material.

CANCELLATION POLICY

To qualify for refunding, USB-ED must be notified in writing of cancellation at least 21 days prior to commencement of the programme. A cancellation fee of 50% will be payable for cancelling fewer than 21 days prior to commencement.

Please note that programme fees and dates are subject to change.

ENQUIRIES

CONTACT PERSON

If you want to find out more about this exciting and life-changing programme, please contact:

Charmaine Garcia
Tel: +27 (0)21 918 4488
Fax: +27 (0)21 918 4478
Email: Charmain.Garcia@usb-ed.com

OR

DeWet Schoeman
Tel: +27 (0)21 918 4216
Fax: +27 (0)21 918 4478
Email: dewet.schoeman@usb-ed.com

WE HAVE OFFICES IN CAPE TOWN AND JOHANNESBURG